

Amendments to the Specification:

Replace the third paragraph beginning on page 10 and extending to page 11 with the following:

Divider members 34a-d are held in place on one side of sheet 32, preferably on rear side 40, by a corresponding one of a plurality of retention members 36a-d, preferably on front side ~~[[40]]~~ 38, as shown in FIGS. 3-6. Retention members 36a-d are secured over sheet 32 in fixed relation to sheet 32 on a side opposite the side on which divider members 34a-d are located. By "secured over" it is meant that the retention members may be directly secured to the sheet, indirectly secured to the sheet by an intermediate member, or integrally formed as part of the sheet. Retention members 36a-d are indirectly secured to sheet 32 when any one of retention members 36a-d is cooperated with a respective one of a divider members 34a-d as will be discussed in detail further below. Sheet 32 is disposed between divider members 34a-d and retention members 36a-d, and retention members 36a-d are preferably located on front side 38 when divider members 34 are preferably located on rear side 40. Preferably, retention members 36a-d are carried on, associated with or included on elongated strips of extruded plastic or metal. Alternatively, any other suitable material may be used.

Replace the second paragraph on page 13 with the following:

In one embodiment, each of divider members 34a-d is held in a fixed horizontal position relative to the sheet by mating male connection members 46 and female connection members, for example as in apertures 54, associated with the divider members 34a-d and retention members 36a-d respectively. By "associated" it is meant that male connection[s] members 46[[a-d]] and female connection members are either included on, are carried on or are otherwise secured to, divider members 34a-d and retention members 36a-d respectively. Thus, it is contemplated that male connection members 46 may be integrally formed with divider members 34a-d and the female retention members, as in apertures 54, may be integrally formed with retention members 36a-d, preferably from extruded plastic or metal.

Replace the paragraph beginning at page 13, line 18, with the following:

Preferably, each of male connection members 46 extend through corresponding sheet apertures 52 located in sheet 32 and extend from one side of sheet 32 to the other side of sheet 32, and preferably from rear side 40 to front side 38 of sheet 32. Further, as shown in FIG. 4, each male connection member 46 preferably includes a groove 50 to aid in securing each male connection members to a corresponding female connection member, as in for example, aperture 54. The female connection members are preferably four spaced apart

apertures 54, as shown in FIGS. 4-6. Alternatively, the female retention members may include any female member which will accept any one of male connection members ~~[[54a-d]]~~ 46. One of display members, such as display member 30a may then be held in place by cooperation of male connection member 46 with aperture 54 of retention member 36a, as shown in FIGS. 4-5, which includes a plurality of radially outwardly extending slots 55 which permit the expansion of aperture 54a during insertion of male connection member 46 followed by a subsequent retraction of aperture 54 over member 46.~~[[.]]~~

Replace the second paragraph on page 14 with the following:

In another embodiment, where display module 10 preferably is not subjected to a great deal of movement or stress, each divider member 34a-d may not require a corresponding retention member 36a-d to be retained in fixed relation to sheet 32. Thus, for example, divider member ~~[[44]]~~ 34a in FIG. 4 could be secured to sheet without the aid of retention member 36a. Instead, each divider member 34a-d has a male connection member 46 which cooperates with one of a plurality of corresponding female connection members on sheet 32, preferably as in aperture 52, for example, as shown in FIG. 7A. Additionally, each male connection member 46 preferably has a retaining structure such as a bulb 60, flange, barb, lip, slit, groove, or other suitable structure which cooperates with the aperture 52 when at least a portion of male

connection member 50 is inserted through aperture 52 of sheet 12, as shown in FIG. 7B. Aperture 52 may include a plurality of radially outwardly extending slots (not shown) which permit the expansion of the aperture during insertion of male connection member 46 followed by a subsequent retraction of aperture 52 over member 46. When the male connection member 50 is inserted through aperture 52, each divider member 34 is maintained in fixed relation to sheet 12.

Replace the first full paragraph on page 15 with the following:

Male connection members 46[[a-d]] not only enable divider members 34a-d to be cooperated with retention members 36a-d, but male connection members 46[[a-d]] also provide a retaining structure for retaining a portion of any one of display members 30a-d. In particular, a single one of display members 34a-d may be retained between any two divider members 34a-d having male connection members 46[[a-d]]. It is contemplated that divider members 34a-d may include four or more male connection members 46[[a-d]] and any of retention members 36a-d may include a corresponding four or more female connection members to fully support display members 30a-d between two adjacent pairs of display members. Divider members 34a-d may further include a longitudinally extending channel or longitudinally extending rib 44, as shown in FIG. 4 and as described herein, to retain a display member 30a in between any two adjacent

divider members. Each male connection member 46[[a]] preferably extends from longitudinal extending rib 44, as is also shown in FIG. 4.

Replace the first paragraph on page 16 with the following:

In operation, flexible, non-self-supporting frameless display module 10 is assembled as follows from its components. As shown in FIG. 3 and more closely in FIG. 4, preferably, divider member 34a is pushed flush against rear side 40 of sheet 32. If divider member 34a includes a male connection member 46[[a]], male connection member 46[[a]] is pushed through corresponding aperture 52a in sheet 32 such that male connection member 46[[a]] extends from one side of sheet 32 to the other side of the sheet 32. The female connection member, aperture 54a, of retention member 36a can then be placed over male connection member 46[[a]] and secured, as shown in FIGS. 4-5.